PHILIP MORRIS U.S.A.

MARKETING RESEARCH DEPARTMENT REPORT

MRD #: 78011

DATED: February 9, 1978

WRITTEN BY: Al Udow

SUBJECT: Research Data for Merit Copy
BLIND PRODUCT SMOKING TESTS

BACKGROUND

This test was undertaken in order to obtain smokers' opinions of the taste of Merit cigarettes on a blind (brand unidentified) basis, and reactions to Merit in comparison with the leading full flavor brands in each size and flavor using the best-selling brand that could be brand blinded.

METHOD

Filter smokers were intercepted in shopping malls in 25 markets dispersed around the U.S.A. The names of the markets, and the specific malls are shown in Appendix A. All interviewing was done during December 1977 and January 1978.

The interviewers were instructed to contact every available person, with the following quotas as goals:

50% men, 50% women
70% king-size, 30% 100's and 120's smokers
50% between ages 18-34 and 50% ages 35-55

Appendix B shows the actual composition of the people who were interviewed.

On first contact, the following facts were established for each person.

(a) they smoke filter cigarettes
(b) name of regular brand
(c) flavor (plain or menthol)
(d) size (king, 100mm, 120mm)

Each person was then escorted to a private interviewing room and was offered two brands of cigarettes from plain white packs, with no brand identification--only code letters. The individual cigarettes also had no brand identification of any kind. All competitive products were bought in the marketplace.

The brands given were:

For Regular Smokers of	Given Merit	And Either	Or, Alternately
Filter Kings	Filter Kings (8)	Marlboro Filter King (17)	Winston Filter King (19)
Menthol Kings	Menthol Kings (8)	Kool King (17)	Salem King (18)
Filter 100's	Filter 100's	Marlboro Filter 100's (17)	B&H 100's Filter (17)
Menthol 100's	Menthol 100's	Kool 100's (18)	B&H 100's Menthol (17)

FILE: MERIT

2005148853

Source: https://www.industrydocuments.ucsf.edu/docs/lynk0000

The numbers in parentheses above are the tar deliveries reported in the latest available FTC report printed June 1977 and released in August 1977. Merit 100's were not included in that report. Using the FTC method, as required for advertising, Merit Filter 100's = 11mg. tar and Merit Menthol 100's = 11mg. tar.

The smokers were invited to smoke as many of the two brands of (unidentified) cigarettes as they wished, before answering the questions shown on the attached questionnaires.

There is a different questionnaire for each of the four possibilities:

King	:	Plain
		Menthol
100's/120's	:	Plain
		Menthol

All interviews were rotated in order to eliminate position bias. That is, in half the cases, Merit was given first, in the other half it was given second. Furthermore, in alternate cases, the full flavor brand given for comparison was chosen from the third column above, and in the succeeding case, it was chosen from the fourth column above.

A total of 3101 smokers were taken through the complete procedure.

AU:sw
DISTRIBUTION:

	At Leo Burnett
A. Bissmeyer	W. Englebrecht
W. Cutler ✓	R. Gudinskas
J. Granville	D. Packard
J. Zoler	

10051448 54

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

TASTE COMPARISON

	Total Smokers	Smokers of →	Full Flavors	Low Tars	Plain Filters	Menthols	Kings	100's
N=	3101		1974	1127	2142	959	1998	1103
	%		%	%	%	%	%	%
Compared To High Tar Brand Merit is:								
Much better tasting	25		23	29	23	31	26	24
Somewhat better tasting	27		26	28	27	27	27	27
About the same in taste	14		14	14	16	12	15	14
Somewhat worse	20		22	17	21	17	19	22
Much worse tasting	13		14	11	13	14	13	13

NOTE: Statistically speaking, the probability that the finding that the "better tasting" answers (25%+27%) are, in fact, higher than the "worse" answers (20%+13%) is greater than 999 chances out of 1000 (greater than 99.9%).

Note: Percentages may not add to 100% due to rounding.

From: "Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette _____ compares to the second one. Is the first cigarette - . . ."

TABLE 1

	T+T	FF	LT	PF	M+H	K's	100's
Merit better tasting	52+33 = 61%	49+85 = 58%	57+85 = 67%	50+84 = 60%	58+89 = 65%	53+85 = 62%	51+86 = 59%

1005144855

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0009

REACTION TO TASTE

N=	Total Smokers 3101 %	Smokers of →	Full Flavors 1974 %
Much better than expected	24		26
Better than expected	33	57	34
About as expected	31	88	28
Worse than expected	9		8
Much worse than expected	3		4

60 88

NOTE: Statistically speaking, the probability that the full flavor smokers' answers of "better than expected" (26%+34%) is, in fact, higher than the "worse than expected" answers (8%+4%) is greater than 999 out of 1000 (greater than 99.9%).

Note: Percentages may not add to 100% due to rounding.

From: "This cigarette _____ is a high tar cigarette with more than twice * (40% more) tar than the other one, which is a low tar cigarette. Keeping this in mind, what do you think of the taste of the low tar cigarette?"

* Kings = twice
100's = 40% more

	TOT	FF
of those with better or worse chance →	57 of 69 or 82%	60 of 72 83%

TABLE 2

1005144856

ATTITUDE TOWARD MERIT

N=	Total Smokers 3101 %	Smokers of —→ %	Full Flavor 1974 %	Low Tars 1127 %	Plain Filters 2142 %	Menthols 959 %	Kings 1998 %	100's 1103 %
It's really good, wish I tried one sooner	40		43	35	38	43	38	42
It's like any other low tar cigarette	34		31	40	35	33	36	32
I'm not very impressed with it	26		26	25	27	24	26	26
Don't know	*		*	*	*	*	*	*

Note: Percentage may not add to 100% due to rounding.

* Less than 0.5%

From: "Now that you've tried cigarette _____ which of those statements best describes howyou feel about the taste?"

TABLE 3

100514857

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

MERIT'S SMOKING SATISFACTION

N=	Total Smokers 3101 %	Smokers of--- >	Full Flavors 1974 %	Low Tars 1127 %	Plain Filters 2142 %	Menthols 959 %	Kings 1998 %	100 110 %
Very satisfying	15		14	16	14	18	14	17
Satisfying	48		46	50	47	48	48	46
Neither satisfying nor dissatisfying	19		20	18	20	18	20	18
Dissatisfying	13		14	12	14	11	13	13
Very dissatisfying	5		6	4	6	5	5	6

Note: Percentages may not add to 100% due to rounding.

From: "What do you think of the smoking satisfaction that cigarette _____ delivers?"

TABLE 4

1005144858

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

RATINGS OF "OTHER" BRANDS

		Total Smokers	Smokers of ---→	Full Flavors	Low Tars	Plain Filters	Menthols	Kings	100's
N=		3101		1974	1127	2142	959	1998	1101
		%		%	%	%	%	%	
7	(Like it very much)	7		7	7	7	8	6	9
6		13	37	15	10	14	12	13	13
5		14		15	12	14	12	14	14
4	(Neither like nor dislike it)	22		22	22	22	22	22	22
3		12		12	14	13	12	13	12
2		11		10	12	10	11	10	12
1	(Dislike it very much)	21		19	23	20	23	22	18

Note: Percentages may not add to 100% due to rounding.

From: "Now that you've tried cigarette _____, tell me which box on this card best describes how you feel about its taste."

TABLE 5

1005144859

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

RATINGS OF MERIT

	Total Smokers	Smokers of →	Full Flavors	Low Tar	Plain Filter	Menthols	Kings	100's
N=	3101		1974	1127	2142	959	1998	1103
	%		%	%	%	%	%	%
7 (Like it very much)	11		10	12	11	12	10	12
6	17	47	16 45	18 48	16 46	19 49	17 46	17 48
5	19		19	18	19	18	19	19
4 (Neither like it nor dislike it)	24		25	24	25	22	24	24
3	11		11	11	11	11	12	10
2	8		9	8	8	9	9	8
1 (Dislike it very much)	9		10	9	10	9	10	9

Note: Percentages may not add to 100% due to rounding.

From: "Now that you have tried cigarette _____ tell me which box on this card best describes how you feel about its taste."

	FF	LT	PE	MH	KS	100
		48 to 29	46 to 35	49 to 32	46 to 33	48 to 33
"5" a little.	45 to 37	or 62%	57%	60%	58%	51%
	55%			TABLE 6		

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

INTERVIEWING LOCATIONS FOR CIGARETTE TASTE TEST

	MARKET	MALL
1	Sacramento, Ca.	Arden Fair Shopping Center
2.	Kansas City, Kansas	Oak Park Mall
3	Houston, Texas	Sage Mall
4	Framingham, Ma.	Market Place Mall
5	Chicopee, Ma	Fairfield Mall
6	Indianapolis, Ind.	Lafayette Square Mall
7	Danbury, Conn.	North Street Shopping Center
8	Cleveland O.	Great Lakes Mall
9	Tampa, Fla.	Floriland Mall
10	Southfield, Mich. (Detroit)	Cambridge Mall
11	Nashville, Tenn.	Harding Mall
12	Memphis, Tenn.	Bartlett
13	Glenshaw, Pa. (Pittsburgh)	North Hills Village Mall
14	Seattle, Wash.	Hi Ho Shopping Center
15	Oklahoma City, OK	Cross Roads Mall
16	Buffalo, N.Y.	Como Mall
17	Cincinnati, O.	North Gate Mall
18	Phoenix, Ariz.	Thomas Mall
19	Denver, Col.	Aurora Mall
20	New Orleans, La.	Clearview Mall
21	Torrance, Cal. (Los Angeles)	Del Amo Mall
22	Chicago, Ill.	Hillside Shopping Center
23	Dallas, Tex.	The Big D Mart
24	Atlanta, Ga.	Buford Clairmont Mall
25	Massapequa, N.Y. (New York)	Sunrise Mall

APPENDIX A

1005144861

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

COMPOSITION OF THE SAMPLE OF PEOPUE INTERVIEWED

	N = 3101 %
Male	50
Female	50
18-35	51
36-55	49
White	94
Black	5
Other	1

1005144862

APPENDIX B

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

O'BRIEN-SHERWOOD ASSOCIATES INC 57-16 WOODSIDE AVENUE WOODSIDE, NEW YORK 11377

CIGARETTE PRODUCT TEST

Good morning/afternoon. My name is ____ from O'Brien-Sherwood Research Company. We're talking to people about their opinions on certain products, and I'd like to ask a few questions.

1. Do you smoke cigarettes. Yes ____ No ____ → (THANK AND TERMINATE)

2. What is your regular brand of cigarettes, the brand you smoke most often?

_____

A	
B	
C	
D	

3. Is it a Plain Filter (A), a Menthol Filter (B), or a Non-Filter ( )?

(IF NON-FILTER, THANK AND TERMINATE)

4. And is it a King-Size Filter (C), a 100 Millimeter (D), or a 120 Millimeter (D

5. Does it have "Lights or Milds" in its name?

Yes ____ No ____

We have been asked by a major manufacturer of cigarettes to obtain consumer opinions on certain cigarettes. (INVITE INTO INTERVIEW ROOM).

CHOOSE EITHER QUESTIONNAIRE AC, BC, AD, OR BD AND STAPLE THIS TO THE CHOSEN QUESTIONNAIRE.

1005144863

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

AC QUESTIONNAIRE
PLAIN FILTER KING

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no need to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST CIGARETTE

First, try this one (CODE_____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette_____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

SECOND CIGARETTE

Now, try this one (CODE_____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette_____, please tell me which box on this card best describes how you feel about it's taste. (POINT TO CARD 6)

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette_____, compares to the second one. Is the first cigarette:

Much better tasting ___
Somewhat better tasting ___
About the same in taste ___
Somewhat worse ___
Much worse tasting ___

9. This cigarette (CODE_____) is a high tar cigarette, with more than twice the tar of the other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEMENT).

Keeping this in mind, what do you think of the taste of the low tar cigarette? Is it:

Much better than expected ___
Better than expected ___
About as expected ___
Worse than expected ___
Much worse than expected ___

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner ___
It's like any other low tar cigarette ___
I'm not very impressed with it ___

1005144864

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

11. What do you think of the smoking satisfaction that cigarette _____ delivers. Is it:

Very satisfying	___
Satisfying	___
Neither satisfying nor dissatisfying	___
Dissatisfying	___
Very dissatisfying	___

CLASSIFICATION

Age:	18 - 35	___	35+	___	
Sex:	Male	___	Female	___	
Race:	White	___	Black	___	Other ___

NAME _____ ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE NO. _____

DATE _____ INTERVIEWER _____

VALIDATION # _____ VALIDATED BY _____

1005144865

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

BC QUESTIONNAIRE
MENTHOL KINGS

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no nee to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST CIGARETTE

First, try this one (CODE_____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette_____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

SECOND CIGARETTE

Now, try this one (CODE_____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette_____, please tell me which box on this card best describes how you feel about it's taste. (POINT TO CARD 6).

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette_____, compares to the second one. Is the first cigarette:

Much better tasting ___
Somewhat better tasting ___
About the same in taste ___
Somewhat worse ___
Much worse tasting ___

9. This cigarette (CODE_____) is a high tar cigarette, with more than twice the tar of the other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEMENT).

Keeping this in mind, what do you think of the taste of the low tar cigarette? Is it:

Much better than expected ___
Better than expected ___
About as expected ___
Worse than expected ___
Much worse than expected ___

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner ___
It's like any other low tar cigarette ___
I'm not very impressed with it ___

1005144866

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

11. What do you think of the smoking satisfaction that cigarette _____ delivers. Is it:

Very satisfying	___
Satisfying	___
Neither satisfying nor dissatisfying	___
Dissatisfying	___
Very dissatisfying	___

CLASSIFICATION

Age:	18 - 35	___	35+	___	
Sex:	Male	___	Female	___	
Race:	White	___	Black	___	Other ___

NAME _____ ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE NO. _____

DATE _____ INTERVIEWER _____

VALIDATION # _____ VALIDATED BY _____

1005148867

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

O'BRIEN-SHERWOOD ASSOCIATES INC
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

AD QUESTIONNAIRE
PLAIN FILTER 100's/120's

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no ne to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST CIGARETTE

First, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette _____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

SECOND CIGARETTE

Now, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette _____, please tell me which box on this card best describes how you feel about it's taste. (POINT TO CARD 6)

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette _____, compares to the second one. Is the first cigarette:

Much better tasting ____
Somewhat better tasting ____
About the same in taste ____
Somewhat worse ____
Much worse tasting ____

9. This cigarette (CODE _____) is a high tar cigarette, with 40% more tar than the other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEMENT)

Keeping this in mind, what do you think of the taste of the low tar cigarette? Is it:

Much better than expected ____
Better than expected ____
About as expected ____
Worse than expected ____
Much worse than expected ____

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one soonen ____
It's like any other low tar cigarette ____
I'm not very impressed with it ____

1005144868

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

11 What do you think of the smoking satisfaction that cigarette _____ delivers. Is it:

Very satisfying	____
Satisfying	____
Neither satisfying nor dissatisfying	____
Dissatisfying	____
Very dissatisfying	____

CLASSIFICATION

Age:	18 - 35	____	35+	____	
Sex:	Male	____	Female	____	
Race:	White	____	Black	____	Other ____

NAME _____ ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE NO. _____

DATE _____ INTERVIEWER _____

VALIDATION # _____ VALIDATED BY _____

100514869

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000

O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

BD QUESTIONNAIRE
MENTHOL 100's/120's

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no n to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST CIGARETTE

First, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette _____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike It Very Much			Neither Like nor Dislike it			Like it Very Much
☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7

SECOND CIGARETTE

Now, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette _____, please tell me which box on this car best describes how you feel about it's taste. (POINT TO CARD 6)

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette _____, compares to the second one. Is the first cigarett

Much better tasting ___
Somewhat better tasting ___
About the same in taste ___
Somewhat worse ___
Much worse tasting ___

9. This cigarette (CODE _____) is a high tar cigarette, with 40% more tar than th other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEME

Keeping this in mind, what do you think of the taste of the low tar cigarette? Is it:

Much better than expected ___
Better than expected ___
About as expected ___
Worse than expected ___
Much worse than expected ___

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner ___
It's like any other low tar cigarette ___
I'm not very impressed with it ___

1005144820

Source: https://www.industrydocuments.ucsf.edu/tobacco/

11. What do you think of the smoking satisfaction that cigarette _____ delivers. Is it:

Very satisfying	____
Satisfying	____
Neither satisfying nor dissatisfying	____
Dissatisfying	____
Very dissatisfying	____

CLASSIFICATION

Age:	18 - 35	____	35+	____	
Sex:	Male	____	Female	____	
Race:	White	____	Black	____	Other ____

NAME _____ ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE NO. _____

DATE _____ INTERVIEWER _____

VALIDATION # _____ VALIDATED BY _____

1005148871

Source: https://www.industrydocuments.ucsf.edu/docs/rynk0000